

ABSTRACT

eLearning has become a new trend in recent years. eLearning can produce more interesting learning compared to face-to-face classes so that eLearning can facilitate the learning process more easily. One of the eLearning trends among school students in Indonesia is Ruangguru. Ruangguru has animated learning videos and has different eLearning models. The development of Ruangguru needs to identify the qualities that affect the success of Ruangguru. One method that can measure the quality of eLearning is the Critical Success Factor (CSF). The function of the CSF is to ensure the success rate of eLearning and measure the performance of Ruangguru. This article aims to identify the factors that influence the success of Ruangguru using the Critical Success Factor (CSF) method and provide recommendations to improve eLearning for the better.

This study distributed questionnaires to 100 respondents consisting of junior high and high school students. The questionnaire was created based on the CSF method. The CSF factor used has 6 factors and 36 subfactors, the CSF factor consists of student characteristics, teacher characteristics, Content quality, information technology quality, Ruangguru support and system support. These factors have several sub-factors. Characteristics of students have 7 sub-factors, characteristics of teachers have 9 sub-factors, Content quality has 5 sub-factors, quality of information technology has 9 sub-factors, educational institution support has 3 sub-factors, while system support has 3 sub-factors factor.

The results of this study indicate that CSF factors have a significant influence on Ruangguru's success. students, teacher characteristics, technology quality and system support have the most significant influence on the success of Ruangguru's eLearning. There are several recommendations for Ruangguru to improve its eLearning system. There are several recommendations that need to be improved by Ruangguru, namely Increasing Commitment in the form of features that help build student learning, Interaction between students by building student collaboration features and Internet Quota by providing a choice of 240p video quality.

Keywords : *eLearning, Critical Success Factor, Ruangguru, Characteristics of Students, Characteristics of Teachers, Quality of Content, Quality of Information Technology, Ruangguru Support, System Support*